

# The WNTC Story

by Wayne Minna

WNTC radio had its beginnings at Clarkson College in 1947. Since that time, WNTC has gained recognition for continually establishing and implementing new broadcasting ideas in the areas of programming and engineering. We were the first station in the east to have a current rock format--a format similar to that which we established at the beginning of this year.

In addition, WNTC was the first station in the country to broadcast over a public cable system. These changes and more bring us to the WNTC of today.

WNTC's studios are currently located in the basement of the Hamlin-Powers complex as a result of the recent merger with WTSC. WNTC broadcasts via direct coaxial cable link with the Potsdam New Channels cable system. The New Channels cable is accessible to students and other residents of communities around the Potsdam area. Anyone served by the cable system, has the opportunity to listen to WNTC simply by connecting a cable tap to their tuner or receiver.

The sound quality of the station has been upgraded by establishing a transmission link which allows us to send a modulated signal directly from the studio to the cable company. Previous connections with the cable system involved audio transmissions by telephone lines which were not conducive to broadcast quality sound. Other improvements were made by performing extensive equipment repairs. Further improvements shall be made in the fall with the replacement of much of the existing equipment in the studio.

The recently established format of WNTC has been met with huge acceptance by the station personnel as well as by the listeners. WNTC is Potsdam's premiere rock station and is the only all rock station in the north country. Each week's playlist displays well the WNTC rock format of today. We hope this format plus our improving sound quality will continue to please the listeners in our community.

## WNTC PLAYLIST

Artist	Title
Adam and the Ants	Los Rancheros
April Wine	Just Between You and me
The Babys	Postcard
Blues Brothers	Do You Love Me
Pat Benatar	Hell is for Children
The Clash	Hitsville U.K.
Eric Clapton	I Can't Stand It
Elvis Costello	Clubland
Burton Cummings	Fine State of Affairs
Doug and the Slugs	Too Bad
Face Dancer	Gotta Get Out
Firefall	Dreamers
FM	Up To You
The Fools	What I Tell Myself
4 out of 5 Doctors	New Wave Girls
Nick Gilder	Catch 22
Ian Gomm	Here It Comes (That Feeling)
Hotel	Now That She Loves You
Todd Hobin	My Girl
Highway	Another Night On The Road
Hawks	Lonely Nights
Journey	The Party's Over (Hopelessly in love)
The Jam	Going Underground
The Laughing Dogs	Not What I Used To Be
Loverboy	Turn Me Loose
Larsen/Feiten Band	Make It
John Lennon	Cleanup Time
Moon Martin	Signal For Help
Manfred Mann	Lies (Through The 80's)
Gerard McMahon	Taxi (Night Driver)
Nazareth	Every Young Man's Dream
New York Flyers	You've Got The Power
New England	Livin' In The Eighties
Outlaws	Wishing Wells
Phil Collins	I Missed Again
The Powder Blues	Hear That Guitar Ring
The Police	Don't Stand So Close To Me
Todd Rundgren	Time Heals
REO Speedwagon	In Your Letter
Sherbs	I Have The Skill
Small Talk	I Like The Fire
707	Rockin' Is Easy
Bruce Springsteen	Cadillac Ranch
Styx	Too Much Time On My Hands
Steely Dan	Time of Mine
Toto	Gift With A Golden Gun
.38 Special	Hold On Loosely
Vapors	News At Ten
Edgar Winter	Standing On Rock